

PASSPORT



18th ANNUAL
DOWNTOWN REVITALIZATION
TRAINING INSTITUTE

May 5-7, 2004
TACOMA, WASHINGTON



STATE OF WASHINGTON
DEPARTMENT OF COMMUNITY,
TRADE AND ECONOMIC DEVELOPMENT

18th ANNUAL
DOWNTOWN REVITALIZATION
TRAINING INSTITUTE

"Your Passport to Downtown Revitalization"

About the Institute: This exciting training opportunity brings together outstanding specialists in the field of downtown revitalization. Participants learn about the Main Street Approach to downtown revitalization with sessions for the novice and experienced alike. A variety of topics within the areas of organization, promotion, design, and economic development are covered. The format includes walking tours, lectures, workshops, and networking time. Come see how this year's conference will help energize the way you approach downtown revitalization!

Who Should Attend: Staff and volunteers of organizations focusing on downtown economic development, downtown business and property owners, government leaders, and others with an interest in the future of downtown will benefit from attending this conference.

Registration: Fees are described on the registration form. Tier System members must register by April 15 to take advantage of the special rate. For a copy of the current Tier System Network list, go to: www.downtown.wa.gov.

Our Host Community: Clear views of Mount Rainier and the glistening water of the Puget Sound offer a dramatic backdrop for Tacoma. While the area boasts of many big city amenities, it still maintains a sense of small town charm.



Highlights

Opening Night Reception: Join your colleagues from around the state for a fun night celebrating Cinco de Mayo hosted by Tacoma's 12 neighborhood business districts.

Keynote Address: "Cool Communities: Attracting the Next Generation" reveals the seven metrics young professionals use when choosing where to live and work. See how your community measures up, and discover dozens of strategies to attract the next generation workforce and keep young talent. Featured speaker Rebecca Ryan's keen eye for trends - especially among young talent - coupled with her brilliance in presenting them, makes her one of America's most captivating communicators and futurists.

Walking Tours: Explore some of Tacoma's unique business districts for ideas to bring home and implement in your own community. On-site registration for the tours will be available at check-in on a "first to sign-up" basis.

Awards Banquet: You won't want to miss this year's Excellence in Downtown Revitalization Awards program and banquet. This event celebrates and recognizes outstanding accomplishments in downtown revitalization throughout the state.

Major Sponsors:

- Washington State Department of Community, Trade and Economic Development
- City of Tacoma Economic Development Department
- Tacoma's 12 Neighborhood Business Districts



Registration Form

YES! I would like to register for the 18th Annual Downtown Revitalization Training Institute.

Name:

Organization:

Address:

City, State, Zip:

Phone: Fax:

E-mail Address:

Registration Fees:

Tier System Member Special Rate (must be received by April 15)

___ Conference and banquet \$125

Regular Rate

___ Conference and banquet \$145

___ Banquet only (and not attending the conference) \$25

Special dietary needs:

Method of Payment:

___ Check #..... (Make check payable to CTED.)

___ Purchase Order #

Please note that we are not able to take credit cards.

Total amount enclosed: \$

Mail Registration and Payment to:

Downtown Revitalization Program

PO Box 42525, Olympia, WA 98504 • Telephone: 360-725-4056

Please photocopy for multiple registrations.

#75200-7G3B



Itinerary For Your Journey

Wednesday, May 5

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|--------------|---|
| 1:30 pm | Registration begins |
| 3:00-4:30 pm | Opening Remarks and Welcome, Keynote Address featuring Rebecca Ryan, "Cool Communities: Attracting the Next Generation" |
| 5:00-6:30 pm | Opening Night Reception |

Thursday, May 6

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|---------------|---|
| 8:30-10:00 am | <ul style="list-style-type: none"> • Research Strategies for Non-Researchers • Curb Appeal: The Fundamentals of Streetscape Improvements • Understanding Small Business Principles • Tour: Upper Tacoma |
| 10:30-Noon | <ul style="list-style-type: none"> • The Main Street Approach™ to Downtown Revitalization • Storefront Rehab: Designs that Work • Cost Effective Advertising Campaigns • Tour: Old Town and Proctor Districts |



Thursday, May 6 (continued)

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|--------------|--|
| 1:30-3:00 pm | <ul style="list-style-type: none"> • Developing Key Downtown Design Principles • Relationship Marketing: Fostering Business Partnerships • Attracting and Keeping Volunteers • Tour: Public Art Projects |
| 3:30-5:00 pm | <ul style="list-style-type: none"> • Creating a Vision for Downtown • Special Events for Fun and Profit • Running Effective Meetings for Results • Tour: South End Building Renovations |

5:15-6:15 pm Social Time

6:15 pm Awards Banquet



Friday, May 7

- | | |
|---------------|---|
| 8:30-10:00 am | <ul style="list-style-type: none"> • Creating a Developer's Dream • Getting Board Members to Raise Money Joyfully • Tips for Working with Legislators • Tour: Dome District |
| 10:30-Noon | <ul style="list-style-type: none"> • Integrating Arts into Downtown • Wooing and Sustaining Your Membership • A Fireside Chat with City Hall • Tour: North End Building Renovations |

Noon Adjourn

Accommodations

While there are several hotel options in the Tacoma area, we have made arrangements with the following to offer special rates for conference participants. These special rates will be available through April 16 on a space available basis. Call now to reserve your room! Please mention you are with the Downtown Institute.

Sheraton Tacoma Hotel
1320 Broadway Plaza
888-627-7044 or 253-572-3200
Special Rate: \$95 single/double
(closest to conference sites)

La Quinta Inn & Suites
1425 E. 27th Street
253-383-0146
Special Rate: \$79 single/double

Silver Cloud Inn
2317 N. Ruston Way
253-272-1300
Special Rate: \$109



Tips For Travelers

Logistics: All events will take place in the heart of downtown Tacoma. The beautifully restored Pantages Theater will host the opening session, breakout sessions will be held at the Rhodes Center, and the evening banquet will be at the Sheraton Tacoma Hotel.

Attire: Please dress comfortably. Casual or casual business attire is recommended for the entire conference.

Special Needs: Conference sites are fully accessible. Sign language interpreters and materials in alternate format are available. Please call the State Downtown Revitalization Program at 360-725-4056 at least two weeks in advance to request special accommodations.

